SPECIAL REPORT ON RADIO 1980
It is red hot

Broadcasting Aug 25

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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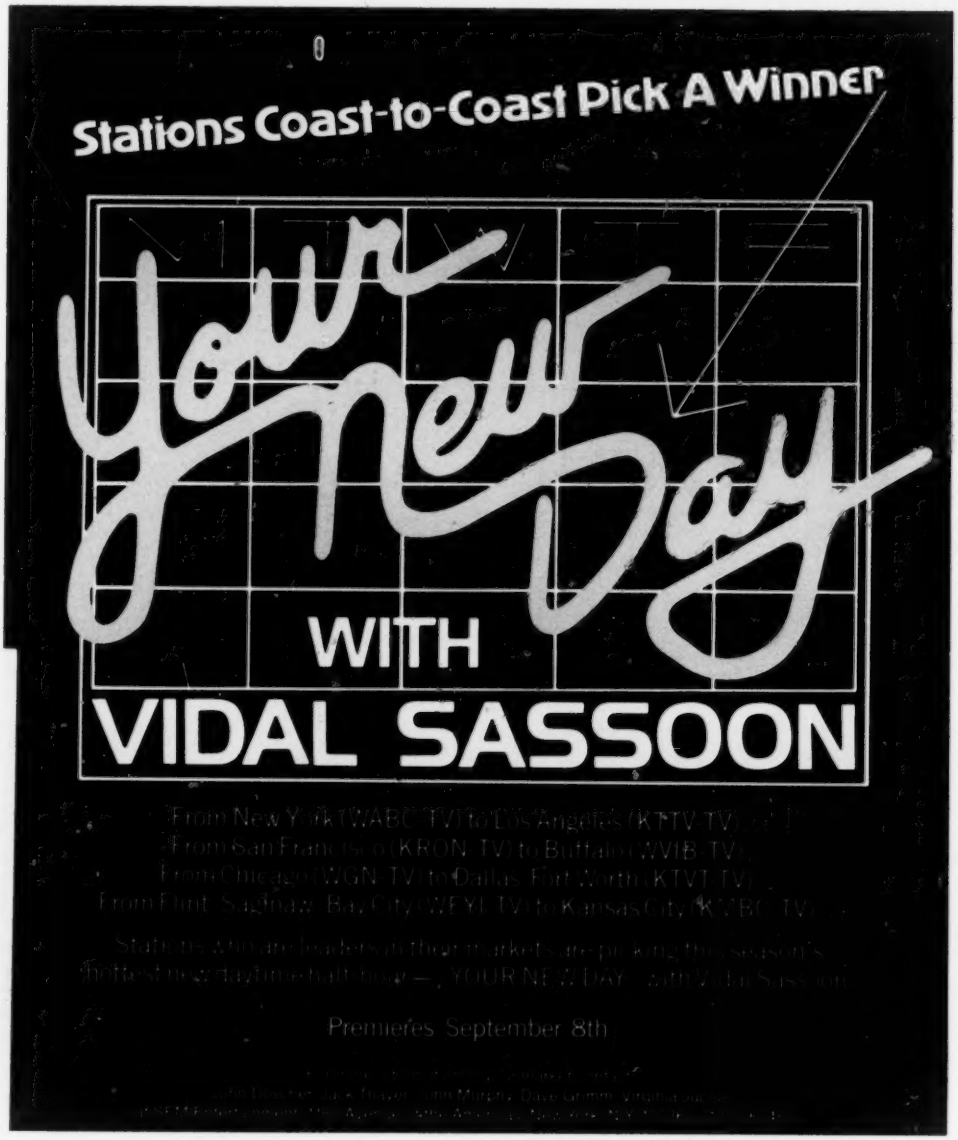

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The Week in Brief

TOP OF THE WEEK

OVER AT LAST ☐ ABC, the last holdout among the three networks, settles with the Justice Department and brings an end to the eight-year antitrust suit. **PAGE 31.**

STRANGE SEPTEMBER ☐ As the actors strike continues, the networks are forced to develop "strike schedules" for the fall season. NBC will buttress its line-up with *Shogun* and *Centennial,* ABC will lean on sports while CBS has *60 Minutes* and *Tim Conway.* **PAGE 31.**

OPENING UP ☐ Major markets across the country are awarding, or are in the process of studying, cable franchises. This survey examines the progress in the top 30 ADI's. **PAGE 35.**

SPECIAL REPORT

Radio 1980

BROADCASTING's annual examination of the Fifth Estate's first medium finds a lot happening. **PAGE 40.** Overviews on national sales (**PAGE 43**), opinions on the regulatory climate (**PAGE 48**) and the world of formats (**PAGE 52**) look at the changes in the past year. An interview with Kent Burkhart and Lee Abrams offers the views of the premier consultant team on radio's state of the art and where it's heading. **PAGE 54.** What ever happened to top-40 genius Gordon McLendon? He's still very much around and in love with a new medium—film. **PAGE 60.** Which are the top-rated stations in the country? A list of the top 10 outlets in the top 50 markets, along with format and number of listeners begins on **PAGE 62.** It's been a good year for program syndicators, with sales up, new programs and services and more competition. **PAGE 77.** News hasn't been standing still either. Local stations are going for far-away stories, new networks are offering more choices and demographics are becoming more important. **PAGE 86.** Digital is the latest word in the technological evolution that began with computers and was refined with microprocessors to make business, programing and monitoring more efficient. **PAGE 92.** National Public Radio, long respected for its news programing, wants to broaden its appeal. A new line-up of arts and entertainment shows and a full-scale promotional campaign to begin in the fall is the network's strategy. **PAGE 98.** FM's are the hot properties, but no one's counting AM out. The trends in station trading begin on **PAGE 99.**.

LAW & REGULATION

PAY PIRACY ☐ The legal battle over unauthorized STV decoders heats up and seems to be turning in favor of the stations. **PAGE 103.**

BUSINESS

INCREASING THE VISIBILITY ☐ Relationship between the Spelling-Goldberg production organization and ABC comes in for front-page play in two major articles in *New York Times.* Emphasized this time around: Securities and Exchange Commission's interest in ABC's accounting practices. **PAGE 108.**

MEDIA

THE WINNER IS... ☐ Cox Cable gets the nod for the cable TV franchise in Omaha. The clincher is Cox's proposal for two-way interactive data exchange it calls Indax. **PAGE 110.**

PROFILE

DEBATABLE ☐ Lee Hanna's career in broadcast journalism—at stations in New York, Boston and at CBS and NBC—has prepared him well for his current project as director of the League of Women Voters presidential debates. He's approaching it like he does all his other tasks—at full throttle. **PAGE 137.**

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The fortunate 501

Depending on where the line is drawn, either contemporary or beautiful music is the top format among the top 10 stations in the first 50 markets

There's a semantics battle going on in the radio format race, and it's a matter of interpretation whether contemporary or beautiful music leads the pack.

BROADCASTING's examination of the programing of the top-10 stations in each of the top-50 markets, as measured by Arbitron's April/May metro survey, finds beautiful music filling 15.7% of 501 positions (there was one two-way tie for 10th place), down from 17.2% in last year's review.

But contemporary, if all sub-groupings of that format are counted, rolls up an impressive 32.2%, including contemporary, 8.4%; adult contemporary, 12.6%; urban contemporary, 1.4%; top 40, 5.4%, and other contemporary (bright contemporary, contemporary beautiful), 4.4%. Last year all forms of contemporary totaled 26.1% of formats.

AOR formats gained during the year, rising to 11.6% of the slots, up from 9.1% last year, while other forms of rock amounted to 3.4%, down from 4.2%. All forms of country also increased, accounting for 10.2% of the top formats, as against 4.2% last year.

Other formats showing gains were MOR, up to 8.0% from 6.9% and news and news/talk, up to 7.4% from 7.1%. Showing dips were black (including soul/R&B/gospel/black) which occupied 4.0% of the top spots, down from 5.7%, and disco, at 1.2%, down from 4.2%.

FM widened its lead in the total top slots with 294 of the 501 places, up from 269 last year, while AM dropped to 204 from 229 in 1979. There were also three AM-FM combinations in the rankings.

The data on formats was compiled by BROADCASTING from a variety of sources. The following are Arbitron's April/May rankings of the top-50 markets, as ranked according to total persons aged 12+ in the metro survey area. Audience figures represent total persons, 12+, average quarter hour, Monday-Sunday, 6 a.m. to midnight.

(The Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's syndicated radio service.)

1. New York

Station	Format	Avg. Persons
1. WBLS(FM)	Urban contemporary/R&B	201,700
2. WKTU(FM)	Contemporary	165,700
3. WCBS(AM)	All news	135,300
4. WOR(AM)	Talk	128,200
5. WINS(AM)	All news	120,400
6. WRFM(FM)	Beautiful music	115,700
7. WABC(AM)	Contemporary	110,800
8. WNBC(AM)	Contemporary	101,600
9. WPLJ(FM)	Album oriented rock	96,800
10. WPAT(FM)	Beautiful music	85,300

2. Los Angeles

Station	Format	Avg. Persons
1. KABC(AM)	News/talk	85,100
2. KBIG(FM)	Beautiful music	69,400
3. KMET(FM)	AOR	60,100
4. KJOI(FM)	Beautiful music	58,700
5. KNX(AM)	News	58,500
6. KFWB(AM)	News	51,500
7. KLAC(AM)	Country	50,800
8. KRLA(AM)	Oldies/contemporary	46,800
9. KRTH(AM)	Adult contemporary	42,200
10. KIIS-FM	Dance music	40,400

3. Chicago

Station	Format	Avg. Persons
1. WGN(AM)	MOR/talk	115,500
2. WLOO(FM)	Beautiful music	71,000
3. WBBM(AM)	News	69,100
4. WLS(AM)	Contemporary	67,900
5. WMAQ(AM)	Country	51,900
6. WLAK(FM)	Beautiful music	49,200
7. WIND(AM)	Talk/news	48,400
8. WLUP(FM)	AOR	12,500
9. WGCI(FM)	Black contemporary	37,200
10. WBMX(FM)	R&B	35,600

4. San Francisco

Station	Format	Avg. Persons
1. KGO(AM)	News/talk	64,100
2. KCBS(AM)	News	39,000
3. KFOG(FM)	Beautiful music	33,300
4. KFRC(AM)	Contemporary	31,500
5. KSOL(FM)	Urban contemporary	30,800
6. KNBR(AM)	MOR	30,400
7. KYUU(FM)	Adult contemporary	25,800
8. KSFX(FM)	Contemporary	23,800
9. KSFO(AM)	MOR	22,500
10. KDIA(AM)	Adult contemporary	22,400

5. Philadelphia

Station	Format	Avg. Persons
1. KYW(AM)	News	79,300
2. WIP(AM)	MOR	46,100
3. WWSH(FM)	Beautiful music	39,700
4. WMGK(FM)	Adult contemporary	39,500
5. WDAS(FM)	R&B	38,600
6. WMMR(FM)	AOR	37,000
7. WDVR(FM)	Beautiful music	35,100
8. WFIL(AM)	Adult contemporary	32,600
9. WYSP(FM)	Progressive rock	29,900
10. WUSL(FM)	MOR	29,500

6. Detroit

Station	Format	Avg. Persons
1. WJR(AM)	MOR/news/talk	73,300
2. WRIF(FM)	AOR	43,800
3. WMJC(FM)	Adult contemporary	34,600
4. WCZY(FM)	Beautiful music	33,200
5. WCXI(AM)	Country	32,100
6. WWJ-FM	Beautiful music	30,900
7. WJR-FM	Beautiful music	29,100
8. CKLW(AM)	Adult contemporary	29,000
9. WDRQ(FM)	Top 40	28,700
10. WNIC(FM)	Adult contemporary	27,700

7. Boston

Station	Format	Avg. Persons
1. WHDH(AM)	Adult contemporary	56,800
2. WBZ(AM)	Adult contemporary	47,500
3. WEEI(AM)	News	40,800
4. WJIB(FM)	Beautiful music	32,800
5. WBCN(FM)	Progressive rock	31,600
6. WVBF(FM)	Adult contemporary	27,100
7. WXKS-FM	Contemporary/disco	22,500
8. WCOZ(FM)	AOR	21,100
9. WROR(FM)	Adult contemporary	20,600
10. WRKO(AM)	Adult contemporary	18,200

8. Washington

Station	Format	Avg. Persons
1. WMAL(AM)	MOR/news/sports	44,400
2. WPGC-AM	Contemporary/oldies	43,900
2. WPGC-FM	Contemporary/oldies	43,900
3. WRQX(FM)	Contemporary/Top 40	40,800
4. WKYS(FM)	Disco	27,300
5. WGAY-FM	Beautiful music	26,400
6. WASH(FM)	MOR	21,700
7. WAVA(FM)	Adult rock	21,000
8. WTOP(AM)	News	20,900

Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change: Revenues	% Change	Net Income	% Change	Per Share	Year earlier: Revenues	Net Income	Per Share
Acton Corp.	6 mo. 6/30	$62,341,000	+18.6	$1,735,000	+ 14.1	58	$52,580,000	1,520,000	.53
Filmways	3 mo. 5/31	33,363,000	+30.0	−6,455,000	−467.8	− 74	25,666,000	1,755,000	.25
M/A Com.	9 mo. 6/28	115,413,000	+25.9	9,121,000	+ 56.7	96	91,651,000	5,820,000	.69
MCA	6 mo. 6/30	627,237,000	+12.8	67,505,000	− 27.6	2.87	555,934,000	93,282,000	4.00
Meredith Corp.	Year 6/30	349,000,000	+ 9.7	21,399,000	+ 31.0	6.87	318,091,000	16,332,000	5.28
MGM	9 mo. 5/31	130,889,000	−15.3	10,192,000	− 58.1	32	154,595,000	24,330,000	.75
Oak Industries	6 mo. 6/30	179,688,000	+34.6	9,479,000	+110.6	1.79	133,458,000	4,500,000	1.18
Turner Broadcasting	Year 12/31/79	27,789,000	+18.6	−1,496,000	−224.3	− 15	23,434,000	1,203,000	.12
United Cable TV	Year 5/31	44,678,000	+44.3	6,513,000	+ 65.6	1.59	30,966,000	3,929,000	.96

Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	174	491
TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

*Special temporary authorization

**Includes off-air licenses

Station	Format	Avg. Persons
9. WMZQ(FM)	Modern country	19,200
10. WOOK(FM)	Black	17,500

9. Houston-Galveston

1. KRLY(FM)	Disco	37,500
2. KIKK-FM	Modern country	33,000
3. KPRC(AM)	News/talk	26,900
4. KYND(FM)	Beautiful music	25,600
5. KBRE(FM)	Contemporary	20,300
6. KMJQ(FM)	Contemporary rhythm	19,700
7. KLOL(FM)	AOR	18,800
8. KAUM(FM)	Contemporary/country	18,100
9. KILT-FM	Progressive rock	17,700
10. KTRH(AM)	News/talk/sports	16,500

10. Nassau-Suffolk, N.Y.

1. WNBC(AM)	Contemporary	29,400
2. WCBS(AM)	News	25,900
3. WRFM(FM)	Beautiful music	18,700
4. WBLI(FM)	Adult contemporary	17,300
5. WBLS(FM)	Urban contemporary	15,700
5. WOR(AM)	Talk	15,700
7. WPLJ(FM)	AOR	15,500
8. WCBS-FM	Solid gold rock	15,300
9. WHLI(AM)	Adult standards	14,100
10. WINS(AM)	News	13,900

11. Dallas-Fort Worth

1. KVIL-FM	MOR	35,600
2. WBAP(AM)	Country/MOR	33,400
3. KSCS(FM)	Country	28,600
4. KRLD(AM)	News/talk	24,300
5. KOAX(FM)	Beautiful music	23,000
6. KMEZ(FM)	MOR	19,800
7. KKDA-FM	Disco	18,600
8. KZEW(FM)	AOR	17,900
9. KTXQ(FM)	AOR	16,200
10. WFAA(AM)	News/talk	15,600

12. St. Louis

1. KMOX(AM)	Talk, news, sports entertainment	70,200
2. WWWK(FM)	Top 40-rock	25,200
3. KSHE(FM)	Progressive rock	24,600
4. KEZK(FM)	Beautiful music	20,900
5. WIL-FM	Modern country	18,600
6. WRTH(AM)	Standard MOR	17,900
7. KSLQ(FM)	Adult contemporary	16,500
8. KXOK(AM)	Bright contemporary	16,200
9. KMJM(FM)	Urban contemporary	11,800
10. KMOX-FM	MOR	11,400

13. Pittsburgh

1. KDKA(AM)	MOR/talk	84,700
2. WSHH(FM)	Beautiful music	24,300
3. WTAE(AM)	Adult contemporary	22,100
4. WDVE(FM)	AOR	18,200
5. WXKX(FM)	Contemporary	17,500
6. WAMO(FM)	R&B	15,400
7. KQV(AM)	News	14,800
8. WFFM(FM)	Adult contemporary	12,100
9. WEEP(AM)	Modern country	11,900
10. WJOI(FM)	MOR	11,700

14. Baltimore

1. WBAL(AM)	Contemporary	42,400
2. WIYY(FM)	AOR	24,200
3. WXYV(FM)	Urban contemporary	23,900
4. WLIF(FM)	Beautiful music	23,400
5. WPOC(FM)	Country	19,800
6. WFBR(AM)	Adult contemporary	19,400
7. WCBM(AM)	Adult contemporary	16,100
8. WWIN(AM)	R&B	13,400
9. WCAO(AM)	Adult contemporary	12,000
10. WMAR-FM	Beautiful music	11,800

15. Minneapolis-St. Paul

Station	Format	Avg. Persons
1. WCCO(AM)	Variety/MOR	65,100
2. KSTP-FM	Contemporary/MOR	27,400
3. KQRS-AM	AOR	24,700
3. KQRS-FM-	AOR	24,700
4. WDGY(AM)	Modern country	20,500
5. WAYL-FM	Beautiful music	14,200
6. WLOL(FM)	Adult contemporary	14,100
7. KSTP-AM	Adult contemporary	12,900
8. WCCO-FM	Adult contemporary	12,700
9. KEEY-FM	Beautiful music	12,400
10. WWTC(AM)	Golden rock	11,200

16. Cleveland

Station	Format	Avg. Persons
1. WQAL(FM)	Personality/beautiful music	26,000
2. WMMS(FM)	Rock	22,500
3. WDOK(FM)	Beautiful music	20,700
4. WERE(AM)	News	19,600
5. WHK(AM)	Modern country	17,400
6. WZZP(FM)	Top 40	14,900
7. WGCL(FM)	Top 40	14,700
8. WWWE(AM)	MOR/sports	13,700
9. WGAR(AM)	Adult contemporary	13,200
10. WJW(AM)	MOR	11,900

17. Seattle-Everett-Tacoma

Station	Format	Avg. Persons
1. KIRO(AM)	News	22,200
2. KOMO(AM)	MOR	19,500
3. KSEA(FM)	Beautiful music	14,800
4. KISW(AM)	AOR	14,300
5. KJR(AM)	Personality contemporary	12,300
6. KPLZ(FM)	Adult contemporary	11,400
6. KXAM-FM	Adult contemporary	11,400
8. KVI (AM)	Talk	10,000
9. KBRD(FM)	Beautiful music	9,600
10. KYYX(FM)	Contemporary	9,300
10. KZOK-FM	AOR	9,300

18. Anaheim-Santa Ana-Garden Grove, Calif.

Station	Format	Avg. Persons
1. KBIG(FM)	Beautiful music	20,300
2. KMET(FM)	Rock	18,500
3. KABC(AM)	Talk	15,000
4. KRTH(FM)	Adult contemporary	13,200
5. KLAC(AM)	Country	13,100
6. KFI(AM)	Adult contemporary	11,100
7. KNX-FM	Adult contemporary	10,400
8. KJOI(FM)	Beautiful music	9,600
9. KMPC(AM)	Adult contemporary	9,400
10. KNX(AM)	News	9,000

19. Atlanta

Station	Format	Avg. Persons
1. WSB(AM)	Personality/adult contemporary	27,700
2. WVEE(FM)	Disco	27,300
3. WZGC(FM)	Contemporary	24,200
4. WKLS-FM	AOR	20,100
5. WQXI-FM	Contemporary/top 40	18,800
6. WPCH(FM)	Beautiful music	16,200
7. WPLO(AM)	Modern country	10,300
8. WLTA(FM)	Beautiful music	9,700
9. WSB-FM	Beautiful music	9,400
10. WGST(AM)	News/talk	8,800

20. San Diego

Station	Format	Avg. Persons
1. KJQY(FM)	Beautiful music	20,200
2. KFMB(AM)	Personality/adult contemporary	17,100
3. KPRI(FM)	AOR	13,500
4. KGB-FM	Contemporary	13,000
5. KSDO(AM)	News	11,600
6. XETRA(FM)	AOR	10,800
7. KGB(AM)	Contemporary	10,700
8. KFMB-FM	AOR	10,100
9. KIFM(FM)	AOR	9,500
10. KEZL(FM)	Beautiful music	9,200

21. Milwaukee

Station	Format	Avg. Persons
1. WTMJ(AM)	MOR/personality	33,800
2. WEZW(FM)	Beautiful music	27,100
3. WISN(AM)	Adult contemporary	23,200
4. WBCS-FM	Modern country	19,500
5. WLPX(FM)	AOR	16,200
6. WZUU-FM	Contemporary	8,900
7. WQFM(FM)	AOR	8,300
8. WOKY(AM)	Adult contemporary	7,600
9. WKTI(FM)	Contemporary	7,400
10. WFMR(FM)	Classical/jazz	6,600

22. Denver-Boulder

Station	Format	Avg. Persons
1. KBPI(FM)	AOR	19,500
2. KIMN(AM)	Top 40	16,700
3. KHOW(AM)	MOR	16,500
4. KLIR-FM	Beautiful music	15,800
5. KLZ(AM)	Modern country	14,500
6. KOA(AM)	News/talk	14,100
7. KOSI-FM	Beautiful music	12,500
8. KAZY(FM)	AOR	11,300
9. KPPL(FM)	Adult contemporary	10,600
10. KVOD(FM)	Classical	8,200

23. Miami

Station	Format	Avg. Persons
1. WRNC-AM	Spanish/talk	20,300
2. WQBA(AM)	Spanish	16,800
3. WHYI(FM)	Contemporary/top 40	15,400
4. WEDR-FM	R&B	11,500
5. WYOR-FM	Beautiful music	11,100
6. WCMQ-FM	Spanish MOR	10,200
7. WINZ(AM)	News/talk	9,900
8. WINZ-FM	AOR	9,200
9. WWWL(FM)	Soft rock	8,000
10. WNWS-AM	News/talk	7,700

24. Tampa-St. Petersburg

Station	Format	Avg. Persons
1. WWBA-FM	Beautiful music	22,200
2. WJYW(FM)	Beautiful music	15,300
3. WQXM(FM)	AOR	14,100
3. WSUN(AM)	Country/news	14,100
5. WRBQ(FM)	Contemporary	13,500
6. WFLA-FM	Beautiful music	12,900
7. WQYK-FM	Modern country	12,800
8. WOKF(FM)	Top 40 contemporary	12,000
9. WFLA(AM)	Adult contemporary	11,100
10. WWBA(AM)	Beautiful music	8,800

25. Providence-Warwick-Pawtucket, R.I.

Station	Format	Avg. Persons
1. WLKW-FM	Beautiful music	23,300
2. WPJB(FM)	Top 40	20,300
3. WPRO-FM	Top 40	15,300
4. WPRO(AM)	Contemporary	12,600
5. WEAN(AM)	News/sports	12,200
6. WHJY(FM)	Beautiful music	11,100
7. WJAR(AM)	MOR	10,100
8. WHIM(AM)	Country	9,400
9. WMYS(FM)	Adult contemporary	8,100
10. WBSM(AM)	Talk/oldies	7,900

26. Cincinnati

Station	Format	Avg. Persons
1. WLW(AM)	MOR	23,200
2. WKRQ(FM)	Contemporary	17,100
3. WEBN(FM)	AOR	15,400
4. WKRC(AM)	Adult contemporary	12,800
5. WCKY(AM)	MOR	12,700
6. WWEZ(FM)	Beautiful music	10,100
7. WUBE-FM	Modern country	9,200
8. WSAI-FM	AOR	8,800
9. WCIN(AM)	R&B	6,900
10. WSAI(AM)	Modern country	6,300

27. Phoenix

Station	Format	Avg. Persons
1. KNIX-AM-FM	Modern country	22,600
2. KTAR(AM)	News/talk	15,600
3. KOY(AM)	MOR	15,300
4. KQYT(FM)	Beautiful music	14,500
5. KOPA-FM	Top 40	14,100
6. KMEO-FM	Beautiful music	12,500
7. KDKB-FM	AOR	12,000
8. KJJJ(AM)	Country	8,100
9. KOOL-FM	Adult contemporary	8,000
10. KUPD-FM	Top 40/AOR	7,900

28. Kansas City, Mo.

Station	Format	Avg. Persons
1. WDAF(AM)	Country	20,200
2. KMBZ(AM)	MOR	18,300
3. KYYS(FM)	AOR	17,200
4. WHB(AM)	Adult contemporary	14,500
5. KMBR(FM)	Beautiful music	13,700
6. KPRS(FM)	R&B	11,600
7. KCEZ(FM)	Beautiful music	10,100
8. KUDL(FM)	Adult contemporary	8,800
9. KBEQ(FM)	Contemporary	7,800
10. KCMO(AM)	News	6,900

29. Buffalo, N.Y.

Station	Format	Avg. Persons
1. WJYE(FM)	Beautiful music	22,700
2. WBEN(AM)	MOR	20,800
3. WKBW(AM)	Adult contemporary	15,700
4. WBEN-FM	Rock	15,500
5. WGR(AM)	Contemporary	15,300
6. WGRQ(FM)	AOR	11,500
7. WBLK-FM	R&B	9,200
8. WADV(FM)	MOR/jazz	8,600
8. WPHD(FM)	AOR	8,600
10. WWOL(AM)	Modern country	4,300

30. San Jose, Calif.

Station	Format	Avg. Persons
1. KGO(AM)	News/talk	14,000
2. KLOK(AM)	Adult contemporary	8,700
3. KOME(FM)	Rock	8,200
4. KBAY(FM)	Beautiful music	7,600
5. KCBS-FM	Adult contemporary	7,300
5. KSOL(FM)	Urban contemporary	7,300
7. KNBR(AM)	MOR	6,800
8. KARA(FM)	Contemporary/oldies	6,700
9. KEZR(FM)	AOR	6,600
10. KYUU-FM	Adult contemporary	6,200

31. Norfolk-Portsmouth-Newport News-Hampton, Va.

Station	Format	Avg. Persons
1. WFOG-FM	Beautiful music	14,900
2. WMYK(FM)	AOR	14,600
3. WCMS-FM	Country	13,800
4. WGH(AM)	Contemporary	11,600
5. WNOR-FM	AOR	11,300
6. WOWI(FM)	R&B	11,200
7. WTAR(AM)	MOR/personality	10,100
8. WWDE(AM)	Adult contemporary	9,400
9. WRAP(AM)	Black	8,500
10. WKEZ(FM)	Beautiful music	7,000

32. Portland, Ore.

Station	Format	Avg. Persons
1. KGW(AM)	Contemporary	16,500
2. KXL-FM	Beautiful music	12,000
3. KGON(FM)	AOR	11,700
4. KEX(AM)	MOR	10,900
5. KUPL-FM	Beautiful music	10,600
6. KMJK(FM)	Contemporary/rock	9,100
7. KWJJ(AM)	Modern country	8,300
8. KYTE(AM)	Country	8,100
9. KXL(AM)	News/MOR	6,700
10. KINK(FM)	Adult AOR	6,600

33. Indianapolis

Station	Format	Avg. Persons
1. WIBC(AM)	MOR	23,000
2. WXTZ(FM)	Beautiful music	18,300
3. WTLC(FM)	R&B	13,500
4. WIKS(FM)	Contemporary	13,200
5. WIRE(AM)	Modern country	12,900
6. WFMS(FM)	Modern country	10,900
7. WNAP(FM)	Contemporary	10,400
8. WFBQ(FM)	AOR	9,800
9. WNDE(AM)	Contemporary	7,800
10. WATI(AM)	Beautiful music	4,300

34. New Orleans

Station	Format	Avg. Persons
1. WEZB(FM)	Top 40 contemporary	13,600
2. WBYU(FM)	Beautiful music	11,400
3. WTIX(AM)	Top 40	11,100
4. WYLD(AM)	Contemporary black	9,200
5. WSHO(AM)	Modern country	8,700
6. WSMB(AM)	MOR/talk	8,600
7. WGSO(AM)	News/talk	6,900
8. WQUE(FM)	Contemporary	6,700
9. WRNO(FM)	AOR	6,400
10. WWL(AM)	Talk/religion/country	6,000

35. Riverside-San Bernardino-Ontario, Calif.

Station	Format	Avg. Persons
1. KFI(AM)	Adult contemporary	14,700
2. KMET(FM)	Rock	9,600
3. KGGI(FM)	Top 40/contemporary	9,500
4. KDUD(FM)	Beautiful music	9,400
5. KBIG(FM)	Beautiful music	9,300
6. KNX(AM)	News	7,300
7. KOST(FM)	Beautiful music	6,400
8. KOLA(FM)	Contemporary	5,800
9. KCKC(AM)	Country	5,700
10. KCAL-FM	AOR	5,500

36. Columbus, Ohio

Station	Format	Avg. Persons
1. WLVQ(FM)	AOR	17,400
2. WNCI(FM)	Personality/adult contemporary	16,200
3. WBNS-FM	Beautiful music	15,000
4. WTVN(AM)	MOR	14,000
5. WXGT(FM)	Adult contemporary	11,500
6. WMNI(AM)	Country	9,800
7. WCOL(AM)	MOR	9,500
8. WBNS(AM)	Adult contemporary	8,900
9. WVKO(AM)	R&B/jazz	4,500
10. WHOK-FM	Country music	4,100

37. San Antonio, Tex.

Station	Format	Avg. Persons
1. KTSA(AM)	Contemporary	12,300
2. KCOR(AM)	Spanish	11,200
3. KQXT(FM)	Beautiful music	11,000
4. KKYX(AM)	Modern country	9,500
5. KITY(FM)	Contemporary	9,000
6. KEDA(AM)	Spanish/country	8,300
7. KBUC-FM	Modern country	7,900
7. WOAI(AM)	News/talk	7,900
9. KISS(FM)	AOR	5,600
10. WOAI-FM	Adult contemporary	5,200

38. Sacramento, Calif.

Station	Format	Avg. Persons
1. KZAP(FM)	AOR	19,100
2. KEWT(FM)	Beautiful music	13,900
3. KRAK(AM)	Country	8,400
4. KGNR(AM)	News/talk	8,000
5. KXOA-FM	Adult rock	7,200
6. KCTC(TFM)	Beautiful contemporary	6,900
7. KSFM(FM)	Adult contemporary	6,600
8. KHYL(FM)	Oldies	6,200
9. KROY(AM)	Contemporary	5,800
10. KFBK(AM)	News/talk	5,200

39. Rochester, N.Y.

Station	Format	Avg. Persons
1. WHAM(AM)	MOR	17,500
2. WEZO(FM)	Beautiful music	15,900
3. WMJQ(FM)	AOR	10,400
4. WBBF(AM)	Contemporary	9,500
5. WVOR(FM)	Adult contemporary	9,200
6. WHFM(FM)	Contemporary rock	7,500
7. WNYR(AM)	Country	6,200
8. WCMF(FM)	AOR	6,100
9. WDKX(FM)	Urban contemporary	5,400
9. WPXY(FM)	AOR	5,400

40. Fort Lauderdale-Hollywood, Fla.

Station	Format	Avg. Persons
1. WLYF(FM)	Beautiful music	13,000
2. WHYI(FM)	Contemporary/top 40	9,900
3. WKQS(FM)	Beautiful music	9,300
4. WNWS(AM)	Talk	9,000
5. WAXY(FM)	Adult contemporary	8,900
6. WRBD(AM)	Black/soul	7,400
7. WINZ(AM)	News/talk	6,900
8. WAIA(FM)	MOR	6,500
9. WSHE-FM	AOR	5,700
10. WIOD(AM)	Personality/MOR	5,600

41. Memphis

Station	Format	Avg. Persons
1. WHRK(FM)	Disco	12,600
2. WEZI(FM)	Beautiful music	10,500
3. WZXR(FM)	AOR	10,200
4. WMC(AM)	Modern country	9,700
5. WMC-FM	Contemporary rock	9,400
6. WDIA(AM)	R&B	8,700
7. WLOK(AM)	R&B	6,700
8. WQUD(FM)	Adult contemporary	5,600
9. WREC(AM)	Adult contemporary	4,500
10. WHBQ(AM)	Contemporary	3,800

42. Louisville, Ky.

Station	Format	Avg. Persons
1. WVEZ(FM)	Beautiful music	11,300
2. WAKY(AM)	Contemporary	10,400
3. WLOU(AM)	R&B	9,900
4. WHAS(AM)	Adult contemporary	9,400
5. WAMZ(FM)	Modern country	9,300
6. WKJJ-FM	Top 40 rock	8,300
7. WAVE(AM)	MOR	8,100
8. WINN(AM)	Modern country	6,200
9. WLRS(FM)	AOR	6,000
10. *WKJJ-AM	Country	5,800

*As of 8/11-formerly Top 40 rock

43. Hartford-New Britain, Conn.

Station	Format	Avg. Persons
1. WTIC(AM)	MOR	29,000
2. WRCH-FM	Beautiful music	13,800
3. WTIC-FM	Contemporary	9,500
4. WKSS(FM)	Contemporary beautiful	6,100
5. WPOP(AM)	News	5,300
6. WHCN(FM)	AOR	5,200
7. WCCC-FM	AOR	4,900
8. WDRC(AM)	Contemporary/Top 40	4,600
9. WRCQ(AM)	Adult contemporary/gold	4,500
10. WIOF(FM)	Beautiful rock	4,400

44. Dayton, Ohio

Station	Format	Avg. Persons
1. WHIO-FM	Beautiful music	19,900
2. WHIO(AM)	Personality/MOR	14,700
3. WTUE(FM)	AOR	11,600
4. WONE(AM)	Country	10,800
5. WDAO(FM)	Stereo soul	8,800
6. WVUD-FM	Album rock	8,200
7. WING(AM)	Adult contemporary	7,800
8. WDJX(FM)	Top 40	7,200
9. WAVI(AM)	Telephone talk	6,800
10. WLW(AM)	MOR	2,600

45. Birmingham, Ala.

Station	Format	Avg. Persons
1. WENN-FM	Disco	13,000
2. WKXX(FM)	Top 40	11,500
3. WSGN(AM)	Contemporary	8,700
4. WAPI-FM	Beautiful music	6,600
5. WZZK(FM)	C&W	5,800
6. WVOK(AM)	Modern country	5,500
7. WDJC(FM)	Religious	5,200
8. WERC(AM)	Top 40	5,000
8. WENN(AM)	Contemporary gospel	5,000
10. WRKK(FM)	AOR	4,600

46. Nashville/Davidson

Station	Format	Avg. Persons
1. WVOL(AM)	R&B	10,500
2. WSIX-FM	Modern country	9,900
2. WZEZ(FM)	Beautiful music	9,900
4. WSM(AM)	Country	7,800
5. WLAC(AM)	Adult contemporary	6,100
6. WSM-FM	Adult contemporary	6,000
6. WWKX(FM)	Top 40	6,000
8. WKQB(FM)	AOR	5,800
9. WBYQ(FM)	Contemporary	5,600
10. WKDF(FM)	AOR	5,200

47. Greensboro-Winston Salem-High Point, N.C.

Station	Format	Avg. Persons
1. WTQR(FM)	Country	12,000
2. WGLD-FM	Beautiful music	9,600
3. WKZL(FM)	AOR	8,900
4. WSJS(AM)	Adult contemporary	7,600
5. WSEZ(FM)	Top 40 contemporary	7,000
6. WRQK(FM)	Adult contemporary	5,900
7. WQMG(FM)	AOR/soul	5,400
8. WBIG(AM)	Personality/MOR	3,500
9. WAAA(AM)	Black	3,200
9. WHPE-FM	Religious	3,200

48. Albany-Schenectady-Troy, N.Y.

Station	Format	Avg. Persons
1. WGY(AM)	Personality/MOR	21,600
2. WFLY(FM)	Contemporary	11,200
3. WROW(AM)	MOR	10,700
4. WROW-FM	Beautiful music	7,800
5. WTRY(AM)	Top 40	7,500
6. WQBK(AM)	Talk	6,500
7. WHSH(FM)	Beautiful music	5,700
8. WPTR(AM)	Adult contemporary	5,400
9. WGNA-FM	Country	5,200
9. WQBK-FM	AOR	5,200

49. Salt Lake City/Ogden

Station	Format	Avg. Persons
1. KCPX-FM	Contemporary	8,400
1. KSL(AM)	Adult contemporary/talk	8,400
3. KALL(AM)	Spanish music/news	7,600
4. KLUB(AM)	Beautiful music	6,500
4. KSOP-FM	Country	6,500
6. KALL-FM	Spanish music/news	6,000
7. KSFI(FM)	Beautiful music	5,900
8. KRSP-FM	Top 40	4,800
9. KRGO(AM)	Country	4,300
10. KDAB(FM)	Adult contemporary	4,200

50. Oklahoma City

Station	Format	Avg. Persons
1. KKNG(FM)	Beautiful music	13,500
2. KTOK(AM)	MOR/sports	11,600
3. KEBC(FM)	Modern country	10,800
4. KXXY(FM)	Contemporary	8,900
5. KOFM(FM)	Top 40	7,800
6. KLTE-FM	Adult contemporary	6,100
7. KATT-FM	AOR	5,600
7. WKY(AM)	Contemporary	5,600
9. KXUE(FM)	Adult contemporary	5,500
10. KOMA(AM)	Contemporary	4,200

Dips down. The typical television station in 1979 experienced a 2.64% drop in pretax profits from the previous year, while increasing its revenues 6.70% from $3,764,600 in 1978 to $4,016,800 in 1979, according to figures released by the National Association of Broadcasters (BROADCASTING, Aug. 18). NAB's annual survey of television stations revealed that 88.5% made a profit last year, for a total average of $1,040,000, or a 25.86% profit margin, compared with $1,072,900 in pretax profits and a 28.50% margin for 1978.

NAB said that the modest 1979 increase in time sales and r et revenues resulting in a profit decrease, "is the result of greater participation of secondary market, low-grossing UHF stations in the 1980 survey." Only 58.2% of the stations in operation during the full calendar year participated in the survey.

	1979	1978	Percent change
Total time sales	$4,588,100	$4,272,000	7.40%
From:			
Network compensation	422,100	378,900	11.40
National and regional	1,982,100	1,825,900	8.55
Local advertising	2,183,900	2,067,200	5.65
Total broadcast revenue	4,016,800	3,764,600	6.70
Nonbroadcast revenue	88,700	80,100	
Tradeouts and barter	87,200	77,300	
Total broadcast expense	2,976,400	2,691,700	10.58
Total salaries	1,094,500	1,028,200	
Profit margin (before tax)	25.86%	28.50%	-2.64
The bottom line (profit)	**$1,040,400**	**$1,072,900**	**-3.03**

Summary of Broadcasting

FCC tabulations as of June 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,554	3	0	4,557	119	4,676
Commercial FM	3,214	2	0	3,216	152	3,368
Educational FM	1,049	0	1	1,050	92	1,142
Total Radio	8,817	5	1	8,823	363	9,186
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	76	305
Educational TV						
VHF	100	1	4	105	6	111
UHF	155	2	5	162	9	171
Total TV	997	4	12	1,013	100	1,113
FM Translators	317	0	0	317	174	491
TV Translators						
UHF	2,538	0	0	2,538	190	2,728
VHF	1,304	0	0	1,304	422	1,726

*Special temporary authorization

**Includes off-air licenses